



# WATER SECTOR TRUST FUND

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## Up-scaling Basic Sanitation for the Urban Poor (UBSUP)

### Implementation Workshop for the WSPs

## Task: PHOs Key Points

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### ACTIVITY:

This section is given to the PHO to give a critic on the technical options, the social marketing approach and the business and financing model. Deliberations should be made to discuss how best to proceed with the up-scaling of basic sanitation concept.

#### Required documents (to be given to the PHO in advance):

1. The technical options presentation
2. The sanitation marketing strategy presentation
3. The business and financing model presentation

### Task 1: Analysis of the technical options presentation

1. Are the technical options being considered viable in the area?
2. What should be incorporated in the UBSUP concept to accelerate adoption of the technical options?
3. What steps (if any) should the UBSUP programme take to facilitate the easy adoption of the technical options suggested?
4. What are the roles, responsibilities and rights of each stakeholder?

## **Task 2: Analysis of the sanitation marketing strategy presentation**

1. Is the approach being suggested viable?
2. Where do you see a link in the sanitation marketing proposed and the Public Health department?
3. What challenges do you foresee with the social marketing approach suggested?
4. What is the social orientation of the residents of this area to the importance of sanitation?

## **Task 3: Analysis of the business and financing model presentation**

1. Are the proposed methods of emptying viable?
2. Do they meet the required standards of sanitation recommended?
3. What bottlenecks should be anticipated in implementing the business model?

**Note:** Any other feedback not catered for can be added by the PHO.

The PHO can pose questions in areas that he/she needs further clarification

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